

SHORT-TERM ACTIONS		POTENTIAL PARTNERS TO THE CITY	POTENTIAL FUNDING SOURCE(S)
1. ESTABLISH GREENVILLE TAR RIVER ALLIANCE TO LEAD PLANNING, FUNDING, AND IMPLEMENTATION EFFORTS			
Develop Alliance with representatives from the business community, environmental groups, the university, the medical community, and other community leaders.		Business, enviromental, and other ocommunity members	Sponsorships; donations; public funding; volunteerism
2. GAUGE INTEREST IN AND FEASIBILITY OF THE BIG IDEAS			
Hold informal conversations with operators to understand BMX Park & Adventure Park design requirements and market considerations.		Eastern Carolina University (ECU) Center for Sustainable Tourism; ProTown BMX; USA BMX; Developers; NC Dept. of Commerce (NCDOC); NC GreenTravel	Discuss developer incentives & public-private partnership (PPP) options
Hold informal conversations with city agencies and developers to gauge interest in the Riverfront Entertainment District concept.		Developers; Uptown Greenville	Discuss developer incentives & PPP options
Expand paddle trails and other river-based activities, including possible rowing club/team formation, boat rental locations, and dredging.		NC Paddle Trail Association; ECU Recreation; NC Recreation Resources Services; Get Going NC; NC GreenTravel	Private grants; Land and Water Conservation Fund (LWCF); public funding; PPP
Identify City-owned land viable for leasing for recreation-based development. Include an evaluation of locations identified in this plan.		Developers; environmental consultants	Public funding
3. PURSUE FUNDING MECHANISMS			
Continue to champion the bond referendum, which could provide a vital source of funding for the elements of this plan.		Community groups for bond-related outreach	Public funding
4. INCREASE PHYSICAL AND VISUAL CONNECTIONS TO THE RIVER			
Improve river visibility by clearing vegetation in selected areas along the Greenway and close to bridges.		Friends of Greenville Greenways (FROGGS); Pamlico-Tar River Foundation PTRF); other volunteer groups	LWCF; private grants; general fund
Call attention to the river using signage, gateways, or other means.		Pitt County Arts Council	Donations; sponsorships
Look for additional ways to provide physical access to the river and riverfront (including put-in places) as well as other natural areas.		NC Recreation Resources Services; PTRF	NC Parks and Recreation Trust Fund (PARTF); private grants
Encourage the continued addition of camp sites along the river, especially as the greenway is extended.		PTRF	Private grants; donations; private leases; public funding
Explore the feasibility of a rowing club or program.		ECU Recreation; America Rows	Sponsorship; private grants
5. REMOVE RIVER DEBRIS			
Create a municipal policy on removing large debris from the river to allow safe recreational use.			Public funding
Continue to encourage volunteer clean-up efforts, including regional events such as the regional River Cup Challenge.		PTRF; FROGGS; schools	Private grants & volunteerism
6. ENHANCE EXISTING CONNECTIONS ALONG AND TO THE RIVER			
Initiate improvements such as picnic areas, wayfinding, art, seating, lighting, river access areas, and exercise equipment.		FROGGS	PARTF; Recreational Trails Program (RTP); private grants; donations
Enhance green street connections to the river, including innovative stormwater management.		NC Dept. of Transportation (DOT); Greenville Urban MPO	Private grants; CWMTF; Urban Waters grants; public funding
7. EXPAND THE TRAIL NETWORK			
Extend existing greenway system in key locations.		NC DOT; Greenville Urban MPO	Private grants; public funding; PARTF
8. FOSTER ACTIVATION OF THE RIVERFRONT			
Plan a program for mobile commerce such as food trucks and other vendors in areas along the river		Uptown Greenville; NC Community Development Association (CDA)	Sponsorships; PPP
Define a location for a riverfront eating venue		Uptown Greenville	PPP
Develop multiple active programs for sites along the River, similar to efforts such as Sunday in the Park. Expand these activities to a broader segment of the riverfront, starting at the urban core.		Uptown Greenville; NC DOC; ECU Recreation	Sponsorships; PPP; ticket sales; food sales
9. TAKE LEADERSHIP IN REGIONAL BRANDING EFFORTS			
Host or help to coordinate another regional ecotourism retreat.		ECU Center for Sustainable Tourism; community visitors bureaus	Sponsorships
Plan a series of regional sports events centered on BMX or river sports.		Community visitors bureaus; sports groups	Sponsorships; PPP; ticket sales; food sales
10. REASSESS THE TOWN COMMON MASTER PLAN			
Work with the community to decide the best uses for the riverfront space. Refine the existing Master Plan as necessary.		Community groups	Public funding; donations
11. HABITAT RESTORATION AND LAND CONSERVATION			
Identify areas to be protected and restored as developments move forward.		Environmental consultants; state agencies	State Wildlife Grant
Work to conserve lands with special value (scenic, recreation-al, historic, and/or ecological).		North Carolina Coastal Land Trust	LWCF; private grants

The city can utilize (and expand on) programmatic activities as a way to advertise the river and the recreational, volunteer, and other opportunities that are available.



By creating an environment that is hospitable to mobile commerce, such as food trucks and other vendors, the city can activate public spaces and provide opportunities for economic benefits without the need for brick and mortar.



The community is active in cleaning trash from the river, but flooding and natural processes can cause vegetation to fall into the river, hampering recreational uses. While not all of this fallen vegetation should be removed or needs to be removed, the city should continue participating in, supporting, and leading local and regional river clean-up efforts.



The City of Greenville has created an extensive network of greenways, which it plans to extend. Enhancing these greenways to include elements such as activity areas, rest areas, lighting, gardens, and river views would likely grow the number of people using and enjoying the paths.



Potential greenway entrance at Stancill Drive, with wider river views, plantings, formalized paths, and enhanced signage.



Current greenway entrance at Stancill Drive.